

# Funding Anti-Stigma Efforts

April 11, 2007



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Substance Abuse and Mental Health Services Administration  
Center for Mental Health Services  
[www.samhsa.gov](http://www.samhsa.gov)

[www.stopstigma.samhsa.gov](http://www.stopstigma.samhsa.gov)



## Survey

We value your suggestions. Within 24 hours of this teleconference, you will receive an e-mail request to participate in a short, anonymous online survey about today's training material. Survey results will be used to determine what resources and topic areas need to be addressed by future training events. The survey will take approximately five minutes to complete.

Survey participation requests will be sent to all registered event participants who provided e-mail addresses at the time of their registration. Each request message will contain a Web link to our survey tool. Please call **1-800-540-0320** if you have any difficulties filling out the survey online. Thank you for your feedback and cooperation.

Written comments may be sent to the Substance Abuse and Mental Health Services Administration (SAMHSA) ADS Center via e-mail at [stopstigma@samhsa.hhs.gov](mailto:stopstigma@samhsa.hhs.gov)



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## Contact Us

### **SAMHSA ADS Center**

11420 Rockville Pike  
Rockville, MD 20852

Toll free: **1-800-540-0320**

Fax: **240-747-5470**

Web: **[www.stopstigma.samhsa.gov](http://www.stopstigma.samhsa.gov)**

E-mail: **[stopstigma@samhsa.hhs.gov](mailto:stopstigma@samhsa.hhs.gov)**

*The Moderator for this call is **Michelle Hicks**.*



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## Questions?

At the end of the speaker presentations, you will be able to ask questions. You may submit your question by pressing **'01'** on your telephone keypad. You will enter a queue and be allowed to ask your question in the order in which it was received. On hearing the conference operator announce your name, you may proceed with your question.





## Speakers

### **Dianne Dorlester, Senior Director, Adult Mental Health Services, Mental Health America (MHA)**

Ms. Dorlester is the director of the National Consumer Supporter Technical Assistance Center, which provides technical assistance to consumer-run nonprofit organizations. She also works within MHA to promote the consumer voice in the association's advocacy, education and programs. Since joining MHA in 2004, Ms. Dorlester has appeared on many TV and radio programs, as well as in print media, to discuss her personal experience with major depression and to educate the public that mental illnesses are real, common and treatable. Ms. Dorlester received a Bachelor of Arts degree in psychology from Tulane University in 1989.



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## Speakers

### **Ann Spehar, Vice President of Development, Depression and Bipolar Support Alliance**

Ms. Spehar serves as the Vice President of Development at the Depression and Bipolar Support Alliance (DBSA). She oversees all fundraising activities as a member of the senior management team. Her primary responsibilities are to plan, implement, strengthen and manage activities and projects aimed at increasing and diversifying philanthropic support of DBSA. Ms. Spehar received her Bachelor's degree from The University of Michigan, and has held the professional certification of Certified Association Executive (CAE) since 1991.



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## Speakers

### **Gwen Foster, Senior Program Officer, The California Endowment**

As the staff lead for The Endowment's statewide grant-making in the area of mental health, Ms. Foster is responsible for the development and implementation of foundation-initiated efforts to improve the mental health and well-being of vulnerable populations in low-income communities. She has extensive experience in the field of mental health and in the field of philanthropy including grant making at Zellerbach Family Foundation, and the David and Lucile Packard Foundation. Ms. Foster received an undergraduate degree in Psychology from Mills College, and a Master's degree in Social Welfare from UCLA.



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# **Funding Anti-Stigma Efforts**

## **ADS Center Conference Call Training**

**April 11, 2007**

*Dianne Dorlester*

*Mental Health America*

*National Consumer Supporter Technical Assistance Center*

*ddorlester@mentalhealthamerica.net*

*703-838-7538*



Funded by the Federal  
Substance Abuse and Mental  
Health Services Administration



# Presentation Overview

- Organizational Mission and Goals
- SWOT Analysis
- The Case Statement
- Considering All Possible Sources
- Fundraising Calendar
- Avoid Panic Fundraising

# **Review Your Mission & Goals**

- Review your mission statement – have you been on target?
- Current and planned programs & services
- Goals – past, present and future
- Recognize that organizational plans and funding plans are interdependent – should be developed concurrently

# **SWOT Analysis**

## *Strengths, Weaknesses, Opportunities, Threats*

- Time-proven, methodical development tool used to see the big picture
- Get broad participation from board, staff
- Internal considerations
- External considerations
- Can be very complex or simplified

# SWOT - Internal Considerations

- Available funding
- Staff, board and volunteer
  - Time
  - Expertise
  - Connections – to funders and consultants
- Past success in fundraising – lessons learned

# SWOT - External Considerations

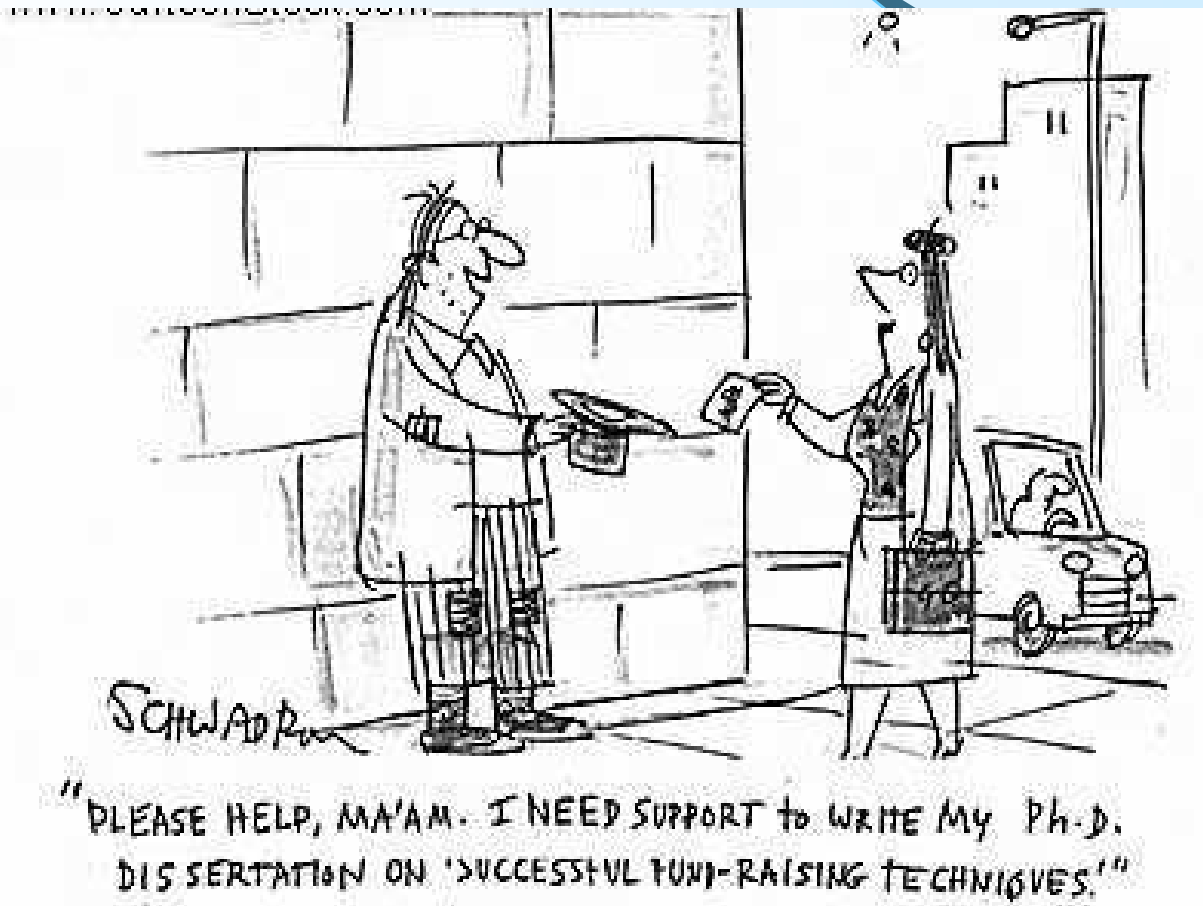
- Government regulations, appropriations
- Public attitudes and awareness
- Political climate
- Competition – even in our world
- Media coverage of key events
- Current/potential future economy

# SWOT - Outcomes

- Use SWOT in goal-setting:
  - Maximize strengths
  - Mitigate weaknesses
  - Make the most of opportunities
  - Monitor threats
- Strategies to achieve goals
- Tasks to implement strategies
- Outcomes to measure achievements

# The Case Statement

## *A Must-Have for Any Nonprofit*



# The Case Statement

## *A Must-Have for Any Nonprofit*

- “You should give us money because we need it” doesn’t work!
- Concise written explanation of who you are, what you do, why your work is important
- Why do you exist?
  - Mission
  - History
  - Purpose
- What are your programs and services?
- What makes you different from competition?



# Sources of Funding

- Government grants
- Foundation grants
- Corporate grants, sponsorships, contributions
- Events
- Individual giving – big and little
  - Membership dues
  - Major (and minor) donors
- Don't forget in-kind funding!

# Fundraising Calendar

- Action plan overview
- The “5 Rights” of effective fundraising:
  - Right donor
  - Right amount
  - Right reason
  - Right time
  - By the right person

### Appendix C: Sample Fundraising Action Plan Calendar

	January	February	March	April	May	June
Direct Mail	<i>Appeal Mailing</i>				<i>Appeal Mailing</i>	
Phone						
Annual Giving		<i>Recruit Committee</i>	<i>Plan Campaign</i>			
Special Gifts			<i>Special Mailing</i>			
Special Events				<i>Event</i>		
Foundation & Corporation Grants	<i>Research Funders &amp; Deadlines</i>		<i>Submit Proposals</i>			
Planned Giving				<i>Newsletter Mailing</i>		
	July	August	September	October	November	December
Direct Mail			<i>Appeal Mailing</i>			
Phone			<i>Call Program &amp; Lapsed Donors</i>			
Annual Giving	<i>Personal Solicitation of Identified Prospects</i>					
Special Gifts			<i>Invite to CEO/Board Chair Event</i>		<i>Special Mailing</i>	
Special Events				<i>CEO/Board Chair Event</i>		
Foundation & Corporation Grants				<i>Submit Proposals</i>		<i>Report to Grantmakers</i>
Planned Giving					<i>Special Mailing</i>	

# Message of the Day:

## *Avoid Panic Fundraising!*



“Strategic plan B: We chop down all the office plants and grow vegetables.”

# **Message of the Day:**

## ***Avoid Panic Fundraising!***

- Must be constantly fundraising
  - Building relationships
  - Being aware of opportunities
  - Ongoing evaluation of fundraising effectiveness
- Must have team effort
- Take time to plan
- Don't box yourself into only one type



## Using Special Events to Fight the Good Fight

Presented by:  
Ann E. Spehar, CAE

Vice President, Development  
Depression and Bipolar Support Alliance  
Chicago, Illinois

Creative Ideas for Funding Your Anti-Stigma Efforts  
Teleconference Training Sponsored by SAMHSA's Resource Center to Address Discrimination and Stigma  
April 11, 2007  
12:00-1:30 pm EST

# DBSA

*To improve the lives of people living  
with mood disorders.*

- ☼ Depression and bipolar disorder are life-threatening illnesses accounting for 90% of the more than 30,000 suicides committed annually in the US. (NIMH)
- ☼ DBSA is the nation's largest patient/consumer organization focusing solely on the most prevalent, and most misunderstood, mental illnesses.
- ☼ More than 1/2 of our Board of Directors and staff, and the vast majority of our support group leaders are diagnosed with a mood disorder, making our statement – *"We've been there. We can help."* – a powerful reality.
- ☼ DBSA believes recovery involves a combination of four strategies that are selected based on consumer choice: self-directed wellness plan, talk therapy, peer support, and medication. When used in combination, these tools make achieving full recovery possible.



Depression and Bipolar  
Support Alliance

- ✿ 4+ million/year people request & receive help
- ✿ 1,000+ peer-run support groups across America
- ✿ 90+ million/year website hits
- ✿ 3,000+/month personally answered calls
- ✿ 80,000+/month downloaded brochures
- ✿ 1+ million patient centered, recovery oriented, educational brochures distributed each year
- ✿ DBSA's message of hope help and support was placed in the media a mind boggling 1,603,598,454 times last year





Depression and Bipolar  
Support Alliance

## Why a special event?

### Objectives

- Increase visibility of RD and DBSA
- Make new friends and identify prospects
- Identify key volunteers
- Offer media opportunity



Depression and Bipolar  
Support Alliance

- ✻ Expand direct mail list
- ✻ Educate the public
- ✻ Promote Board involvement
- ✻ Reinforce mission
- ✻ Raise money
- ✻ De-stigmatize illnesses
- ✻ And many more ...

# Inspiration

Rebecca Lynn Cutler



# Family



# First Steps

- Established the “Rebecca Lynn Cutler Legacy of Life Foundation” in 2005 as a unit of DBSA
- The phoenix logo
- Mission: To foster awareness and compassionate understanding of depression and bipolar disorder as real diseases
- Cultivation event 2005





# Educational Brunch



# Next Steps



## Benefit 2006

Funds raised support public outreach through the media, health fairs, schools, health professionals, and Speakers' Bureau.



## Planning & Honorary Committees



## Logistics



## Awardee



## Help!

# Challenge/Success



Will anyone attend? Buy a ticket?



Will people have a good time?



Are we charging too much?



Do people care?



Offer opportunity to be educated



Engage people in cause



De-stigmatize illness



Encourage people to get help



# Funding



Current DBSA donors



Cutler family & friends



General public



National corporate sponsors



No state or federal funding



Few corporate sponsors in community

# Rebecca's Dream



# Rebecca's Dream



# Rebecca's Dream

















# Legacy of Life Award









Depression and Bipolar  
Support Alliance



# Thank you!

Ann E. Spehar

800/826-3632, ext. 158

[aspehar@DBSAlliance.org](mailto:aspehar@DBSAlliance.org)

[www.DBSAlliance.org](http://www.DBSAlliance.org)

# SAMHSA ADS CENTER TELECONFERENCE

*Creative Ideas for Funding  
Your Anti-Stigma Efforts*

*April 11, 2007*

# **THE CALIFORNIA ENDOWMENT**

## **Mission and Goals**

### ❖ Mission

**To expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians.**

### ❖ Goals

- **All Californians have access to health services;**
- **Health systems provide culturally competent, high quality services;**
- **Individuals and families reside in communities that support health promotion and disease prevention.**

# Access to Health: Mental Health Program

- **Goals**

**(1) To improve access to services through:**

- **stigma reduction,**
- **embedding mental health services in non-mental health settings, and**
- **supporting demonstration projects that focus on the needs of children/youth involved in the juvenile court system as dependents or wards.**

**(2) To increase the mental health workforce capable of providing high-quality, evidence-based services.**

- **Target populations**

- **low-income groups**
- **minority groups**
- **children/youth in the child welfare or juvenile justice systems.**

# **Mental Health Initiative (2001–2005) Lessons Learned**

- **46 organizations throughout California funded to develop culturally responsive models for reaching severely underserved populations**
- **Implementation Barrier: Stigma within individuals, families, communities.**
- **Solutions:**
  - **Partnerships with other organizations**
  - **Peer outreach**
  - **Community education**
  - **Provider training to understand cultural dynamics of mental disorders and wellness strategies**



# Outreach and Community Education

(From *Breaking Down Barriers to Service, A Special Funding Opportunity*)

Cultural Group	Examples of Outreach Activities Used
Latinos	<ul style="list-style-type: none"> <li>○ Provide information that meets their belief</li> <li>○ Focus outreach on social settings, Latino-focused agencies</li> <li>○ Offer culturally appropriate food during outreach activities</li> <li>○ Have someone who understands and speaks their language conduct the outreach</li> <li>○ Rely on word of mouth referrals from Latino professionals and paraprofessionals</li> </ul>
African Americans	<ul style="list-style-type: none"> <li>○ Focus outreach on established and respected and culturally focused professional networks</li> <li>○ Have another person of color conduct the outreach</li> </ul>
Native Americans	<ul style="list-style-type: none"> <li>○ Work together with indigenous leadership (both formal and informal) on reservations</li> </ul>
Asians (e.g., Filipino, Chinese, Korean, Vietnamese)	<ul style="list-style-type: none"> <li>○ Conduct activities around socialization</li> <li>○ Focus outreach on health fairs and workshops, especially those accompanied by health care professionals providing health screenings</li> <li>○ Conduct education-based forums, as opposed to open discussions of mental health issues</li> <li>○ Conduct outreach at other community-based organizations where clients seek services</li> <li>○ Rely on word-of-mouth and client-to-client referrals</li> </ul>
Other (e.g., Afghan, Bosnian)	<ul style="list-style-type: none"> <li>○ Focus outreach on big community events</li> <li>○ Conduct outreach at other community-based organizations where clients seek services</li> <li>○ Rely on word-of-mouth referrals</li> </ul>

# **Stigma Reduction Opportunities**

**The Mental Health Program of The California Endowment now addresses culturally competent stigma reduction strategies by:**

- **Supporting integration of mental health services into non-traditional settings,**
- **Building the capacity of organizations representing consumers and/or family members to reach out to peers, and advocate for local or state-level reforms, and**
- **Supporting youth-operated print and electronic media to accurately cover mental health and health issues.**

# California Network for Mental Health Clients Study (2007)

Delphine Brody, *Normal People Don't Want to Know Us: First-Hand Experiences and Perspectives on Stigma and Discrimination*  
([http: strategiesforchange.googlepages.com](http://strategiesforchange.googlepages.com))

- **Focus groups with nearly 250 current and former adult and youth mental health clients/survivors in a wide range of inpatient and outpatient settings. Participants described experiences with discrimination and stigma.**
- **Findings include:**
  - MH professionals and the mental health system ranked first among the groups named by participants as having discriminated against them (21% of responses). The community (20%) and family members (17%) were next.
  - Participants equate *stigma* with prejudice, judgment, and labeling, negative reactions, and forced treatment/hospitalization.

## CNMHS Study (continued)

- *Discrimination*: judgmental attitudes and abuse or violent actions toward people perceived as not being “normal,” reinforcement of social isolation and alienation, and objectification under the lens of the “medical model.”

- **Recommendations:**

- Shift focus from addressing *stigma* to ending *discrimination*, which can be more readily identified and acted upon.
- Develop new, client/survivor-driven strategies to incorporate current state-of-the-art knowledge, including:
  - Trainings for mental health professionals and service providers;
  - Anti-discrimination speaking events in schools and community settings;
  - Crisis-intervention/de-escalation trainings for law enforcement and other first responders;
  - Trainings for clients/survivors on personal and community advocacy strategies to combat discrimination and overcome internalized stigma.

# Components of a proposal

## Narrative

- **Background and Needs**

- This section should provide a description of the **specific issue your proposal will address**, including a context of the problem, the scale of the problem, and any previous effort by your organization or others to address the issue.

- **Proposal**

- This section should describe **the work** that you are proposing to do to address the specific issue that you have identified, how your work will help solve the problem and how it will improve health or health systems in communities. You should also describe how your proposal will address the Foundation's goals/criteria.

# Proposal components...

- **Objectives and Outcomes**

- This section should list specific objectives and outcomes.  
**Objectives** describe the activities you will do to achieve the purpose of your proposal. Objectives should be described in a way that gives a specific timeline for their completion and should be tracked to measure progress toward their achievement.
- **Outcomes** are the changes or benefits for individuals and communities that result from your proposal's activities. Separate short-term and long-term outcomes should be developed that demonstrate how you know you are making progress over the course of your project, and should be related to the broader impact on the problem that your proposal addresses.

# Proposal components...

- **Evaluation**

- Describe how you will **monitor the progress** you expect to make, how you will measure that you are achieving your objectives and outcomes, and how you will assess the impact of your project or activities on the problem described in your proposal. This section should describe how you will document and measure your progress; how you will use your information from your evaluation to improve your work and your organization; how you will share or disseminate what you have learned with key audiences; how you will know that you are making progress toward your proposed outcomes; and the staff or the external evaluator who will conduct the evaluation.

- **Organizational Capacity**

- Discuss your **organization's ability** to implement the proposed work. Also, describe your staff and board skills and diversity, and how the proposal fits with your mission and history.

# Proposal components

- **Risk Analysis**

- Provide an analysis showing the **possible barriers** to achieving your objectives and **how they will be addressed** programmatically. Also discuss other public or private funding or in-kind resources required for the project. If you are unable to raise other revenue, how will that affect your ability to accomplish your objectives? If applicable, describe how you will sustain the proposed work after the grant period.

## Budget

- **Line-Item Budget Request:**

- The budget should reflect (1) all expenses and resources required to complete the proposed project or activities, and (2) what amount you are requesting.

- **Budget Narrative:**

- For each line item in the budget, describe briefly how the funds will be used and why they are programmatically necessary.



# The California Endowment

1000 N. Alameda St.  
Los Angeles, California 90012  
(213) 928-8800  
[www.calendow.org](http://www.calendow.org)

**Gwen Foster, Sr. Program Officer**  
**(415) 356-4315**  
[gfooster@calendow.org](mailto:gfooster@calendow.org)



## More Information

*For more information, contact:*

**Dianne Dorlester, Senior Director, Adult Mental Health Services**

Mental Health America (MHA)

Ph: (703) 838-7538

E: [ddorlester@mentalhealthamerica.net](mailto:ddorlester@mentalhealthamerica.net)

**Gwen Foster, Senior Program Officer**

The California Endowment

Ph: (415) 356-4315

E: [gfooster@calendow.org](mailto:gfooster@calendow.org)

**Ann E. Spehar, Vice President of Development**

The Depression and Bipolar Support Alliance

(800) 826-3632, ext. 158

E: [aspehar@DBSAlliance.org](mailto:aspehar@DBSAlliance.org)



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## Questions for Discussion

1. What is some funding advice for smaller organizations that do not have an established track record with foundations?
2. What written materials will I need to prepare as I seek foundation, corporate, or public funding?
3. What should I think about specifically when preparing a case statement?
4. What are some good fundraising resources that work in rural areas?





## Resources

*The views expressed within these resources do not necessarily represent the views, policies, and positions of the Center for Mental Health Services, Substance Abuse and Mental Health Services Administration, or the U.S. Department of Health and Human Services.*

**Choosing the Right Event:** <http://www.tgci.com/magazine/Choosing%20the%20Right%20Event.pdf>

**Fundraising Readiness: How does your agency stack up?:**  
<http://www.tgci.com/magazine/Fundraising%20Readiness.pdf>

**Planning a Capital Campaign for Grassroots Groups:** <http://www.tgci.com/magazine/Planning%20a%20Capital%20Campaign%20for%20Grassroots%20Groups.pdf>

**Technical Assistance Guide: Raising Money for a Self-Help/Advocacy Group\***

**Technical Assistance Guide: Starting a Self-Help/Advocacy Group\***

**The Art & Science of Writing Proposals that Win: A Technical Assistance Guide\***

*\*These items have been provided by National Mental Health Consumers' Self-Help Clearinghouse and can be ordered online:* [http://www.mhselfhelp.org/techasst/list.php?techasst\\_techasstcategory=7](http://www.mhselfhelp.org/techasst/list.php?techasst_techasstcategory=7)



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## Funding Resources

### State/Local Funding Resources

SAMHSA's National Mental Health Information Center Locator:

<http://mentalhealth.samhsa.gov/databases/>

National Association of County and City Health Officials (NAACHO)

<http://www.naccho.org/topics/fundingguide/jul2004.cfm>

The Catalog of Federal Domestic Assistance: <http://12.46.245.173/cfda/cfda.html>

### Federal Funding Resources

U.S. Department of Health and Human Services GrantsNet: <http://www.hhs.gov/grantsnet/>

Grants.gov: <http://www.grants.gov/>

SAMHSA Grants: [www.samhsa.gov/grants](http://www.samhsa.gov/grants)

*Please be advised that the SAMHSA ADS Center is not affiliated with any of the agencies or organizations listed. Questions should be directed to the specific agency or organization providing grants or grant information.*



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# Funding Resources

## Other Funding Resources

Foundation Center: [www.fdncenter.org](http://www.fdncenter.org)

Grantsmanship Center: [www.tgci.com](http://www.tgci.com)

Community Foundation Locator from the Council on Foundations:  
[www.cof.org/Locator/index.cfm?crumb=2](http://www.cof.org/Locator/index.cfm?crumb=2)

Public Welfare Foundation: <http://www.publicwelfare.org/index.asp>

Grassroots Fundraising Journal: <http://www.grassrootsfundraising.org/index.html>

The Chronicle of Philanthropy: <http://philanthropy.com/>

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